

ABSTRACT OF THE DISCLOSURE

In a data distribution method, information for downloading content, transmitted from a user is classified. When the information for downloading content is classified as indicating downloading of new content data, one of a plurality of pieces of content data having predetermined formats is selected based on the information for downloading content, and the selected content data is sent to the user. When the information for downloading content is classified as indicating downloading of upgrading data associated with content data owned by the user, upgrading data is sent to the user.